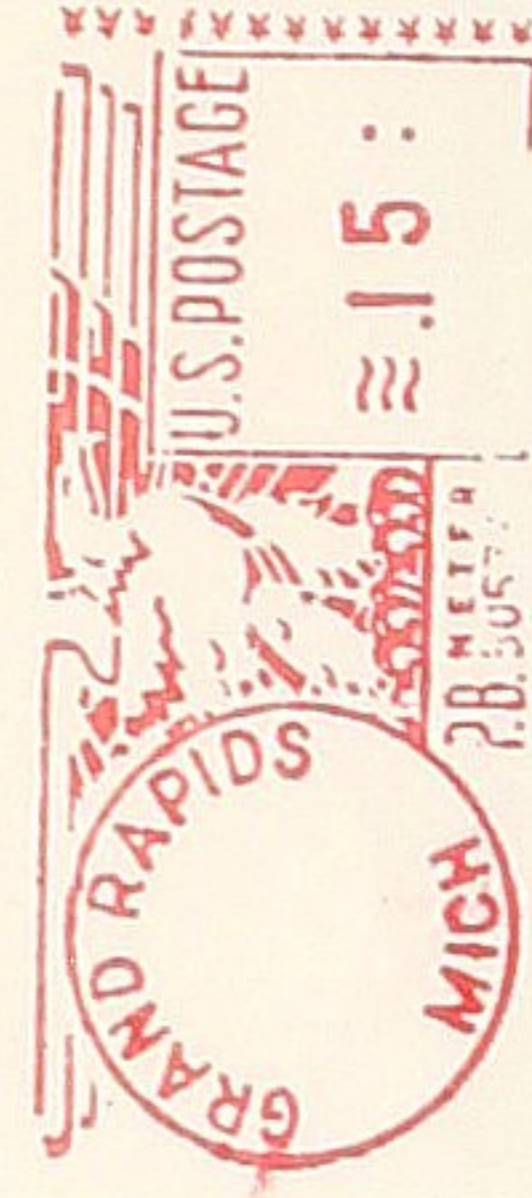


JOHNSON FURNITURE COMPANY

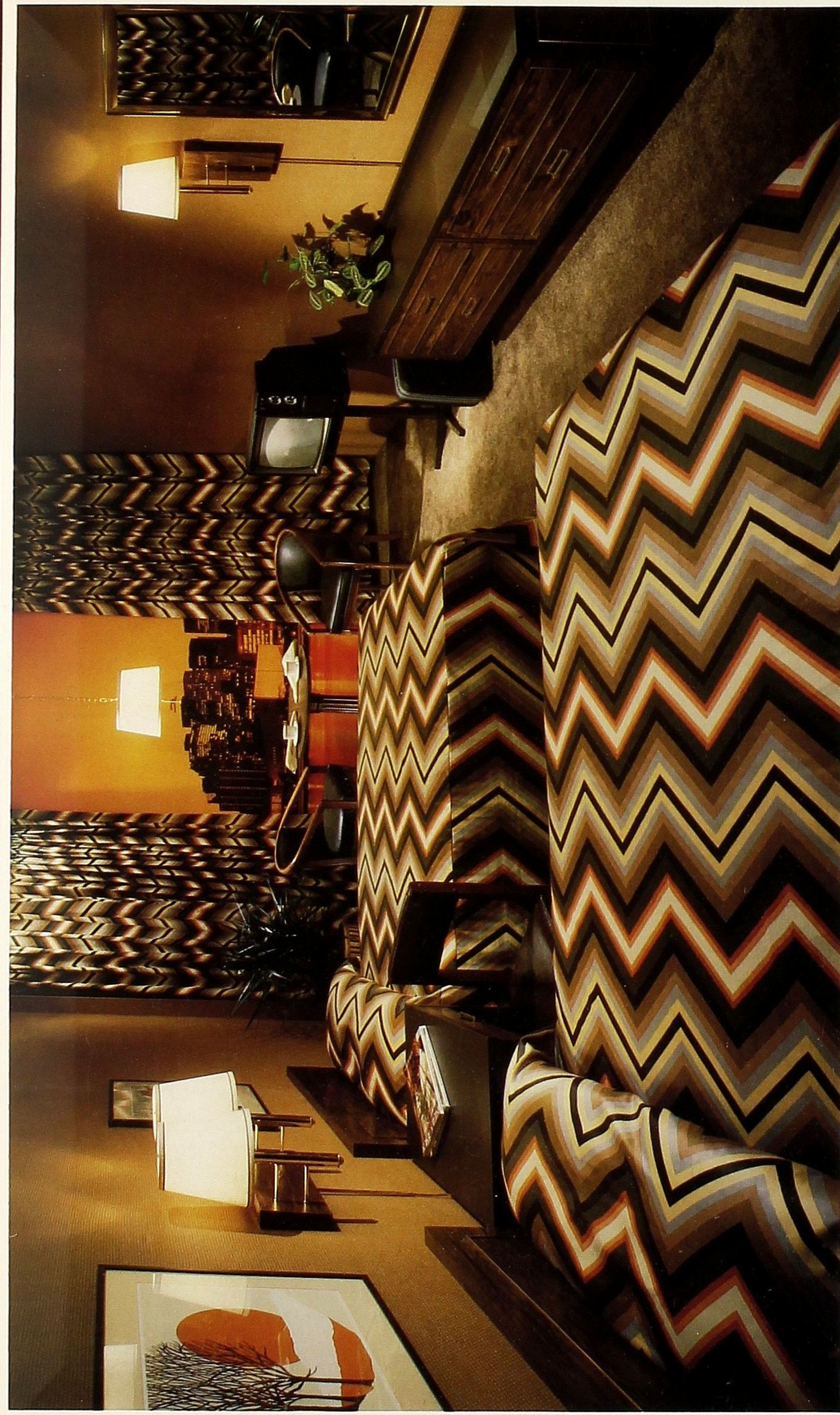
Timber-Line, Inc.

1101 GODFREY AVE.
GRAND RAPIDS, MICHIGAN 49503



Timber-line, Inc.
1101 Godfrey Ave.
Grand Rapids, Mich. 49503

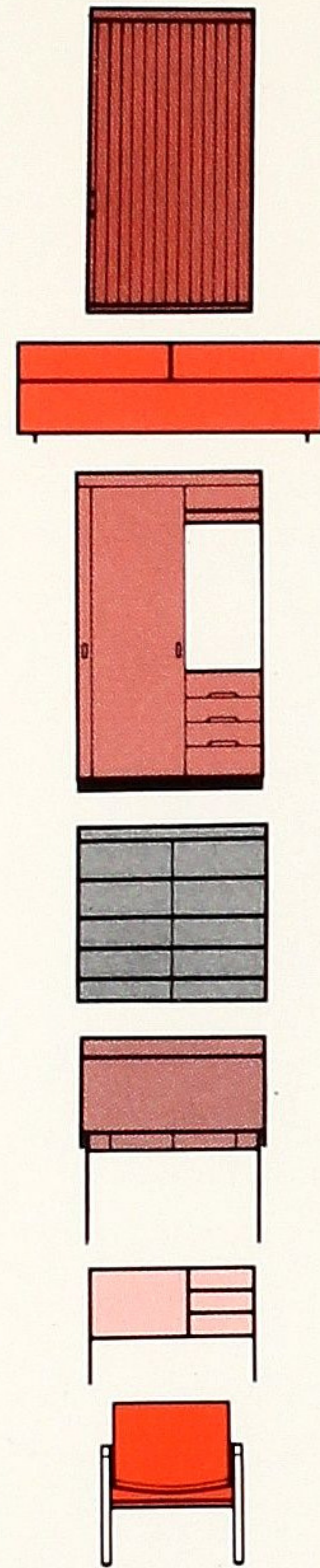
1997.61, 25



The Winchester Collection

Rich, warm woodgrains combine with a gleaming brass trim to create a unique and versatile grouping that is at home in Traditional, Contemporary, and a wide variety of other decors. The skill of Grand Rapids craftsmen is reflected in the Russet Leather high pressure laminates, the side hung drawer guides with nylon ball bearing positive stop action, and in the ease of maintenance that's so important in the lodging industry. A high resistance to stains, moisture, scuffs and abrasions, as well as Flame Retardant vinyl clad drawers, make the Winchester collection a sensible investment, but its clean, distinctive good looks make it the attraction your guests will appreciate...and remember.





Refurbish Now

Increased student mobility and stiffer competition from outside housing have lured many students off campus. All of which leaves you with 80 rooms—53 of them empty. And a tremendous loss in revenue.

Let's face it—most colleges can't afford empty dorms. Johnson Furniture can change those empty dorms so that campus living becomes exciting again.

You see, the life-style of today's student demands a flexible environment. At Johnson, our unique, panel locking device allows us to manufacture furniture to the design of your staff and architect, incorporating the new life styles with ease.

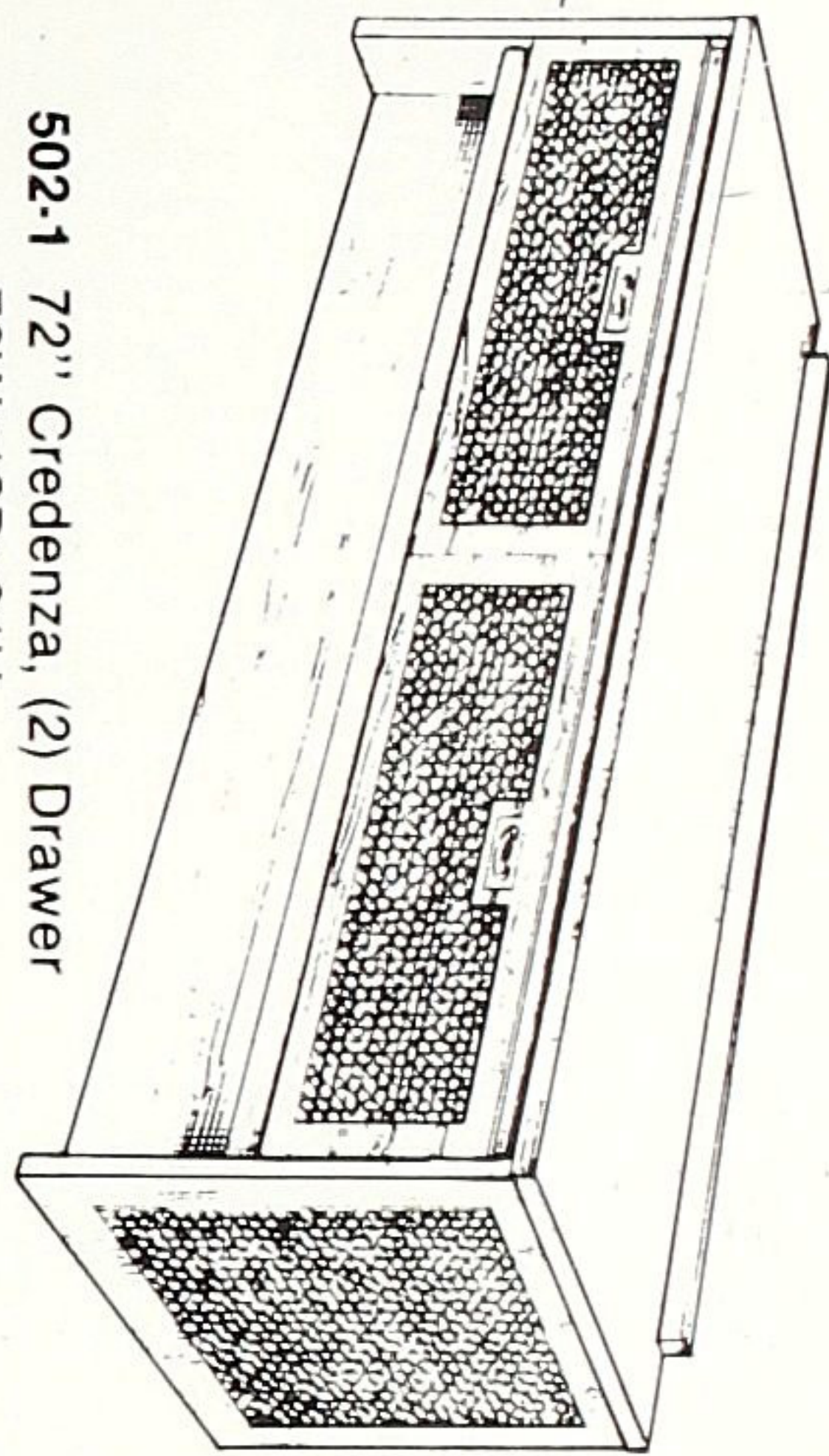
Call us now. You've got 53 good reasons to.



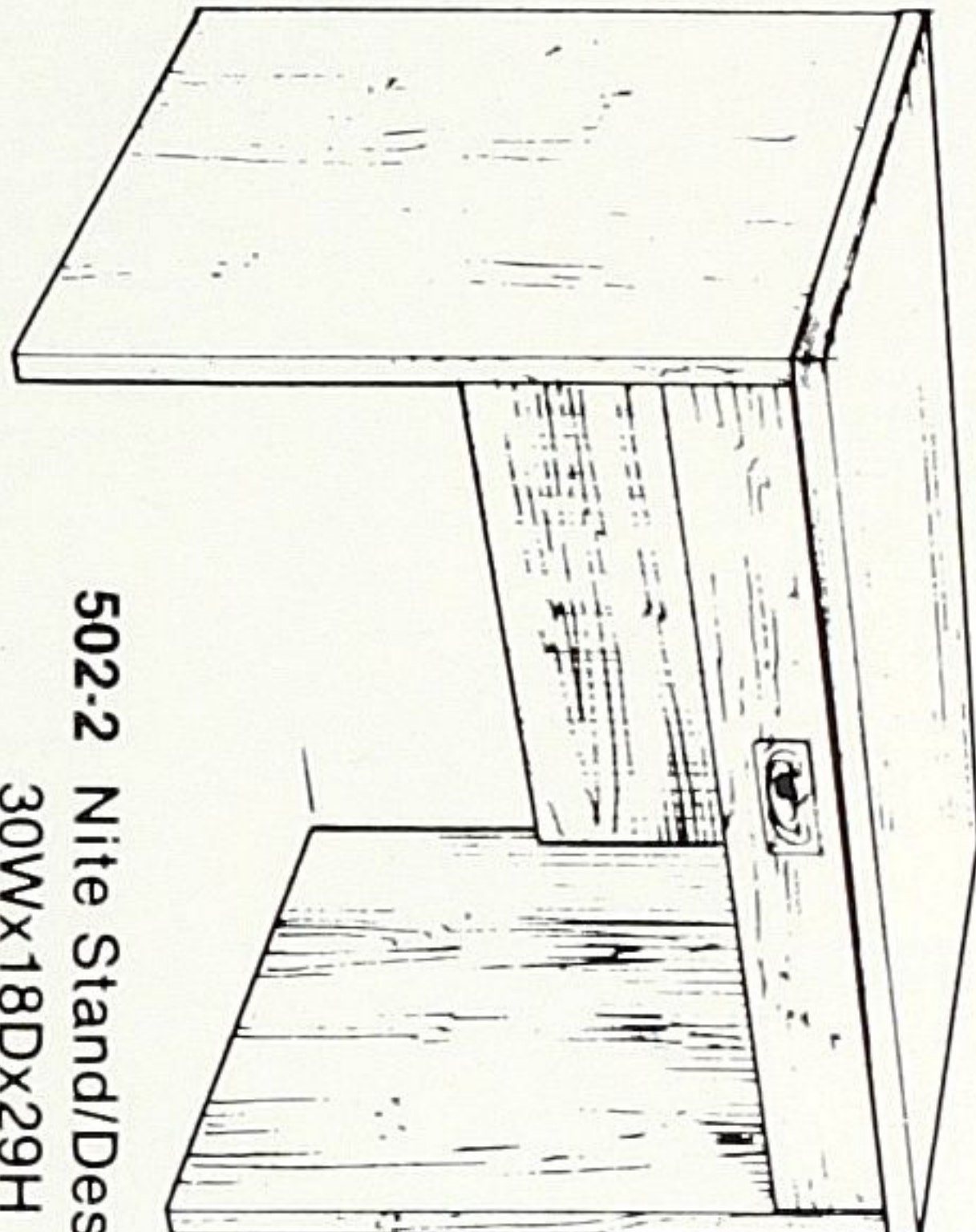
JOHNSON FURNITURE COMPANY
A SUBSIDIARY OF *Holiday Inns INC.*

1101 Godfrey Avenue, Grand Rapids, Michigan 49502

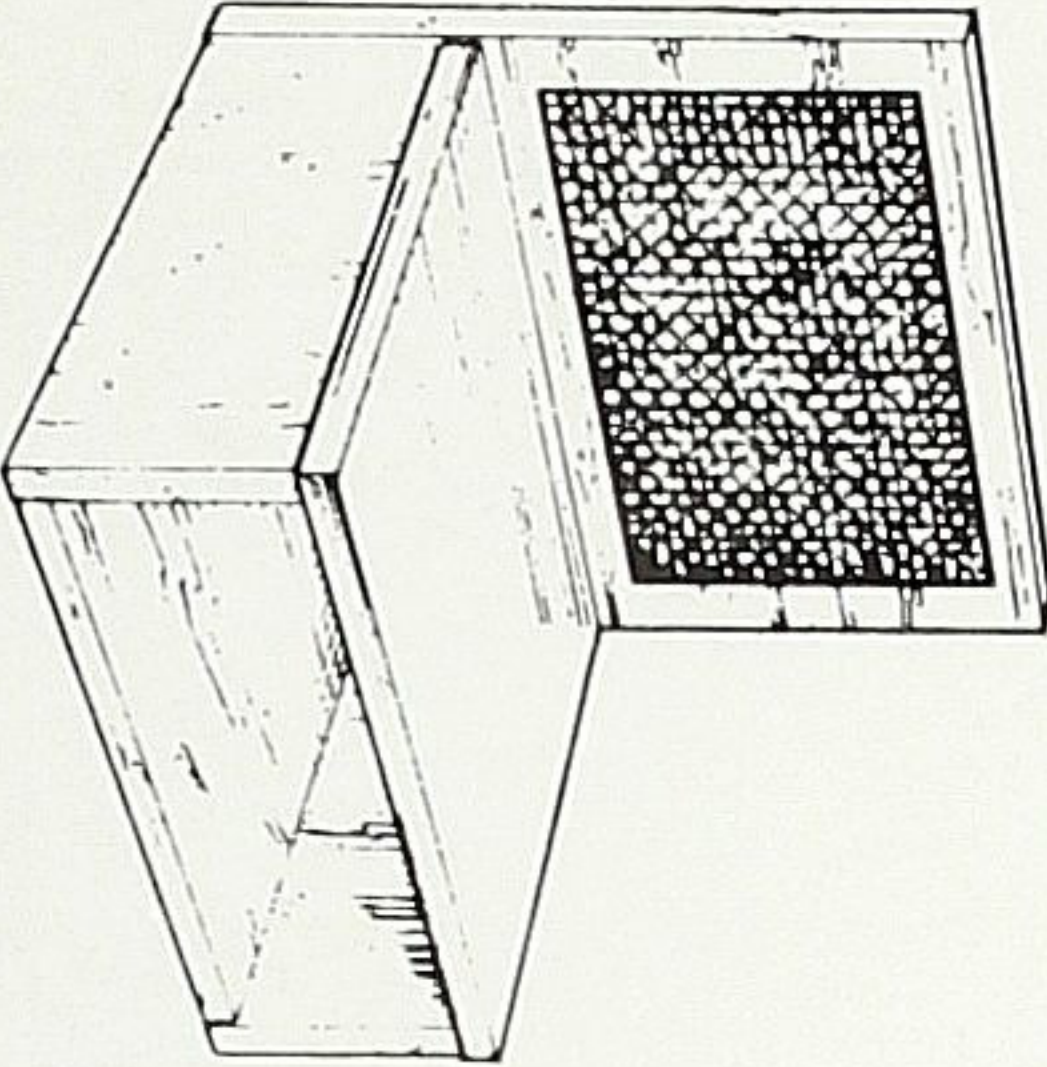
- Our dormitory furniture is custom-built to your design specifications.



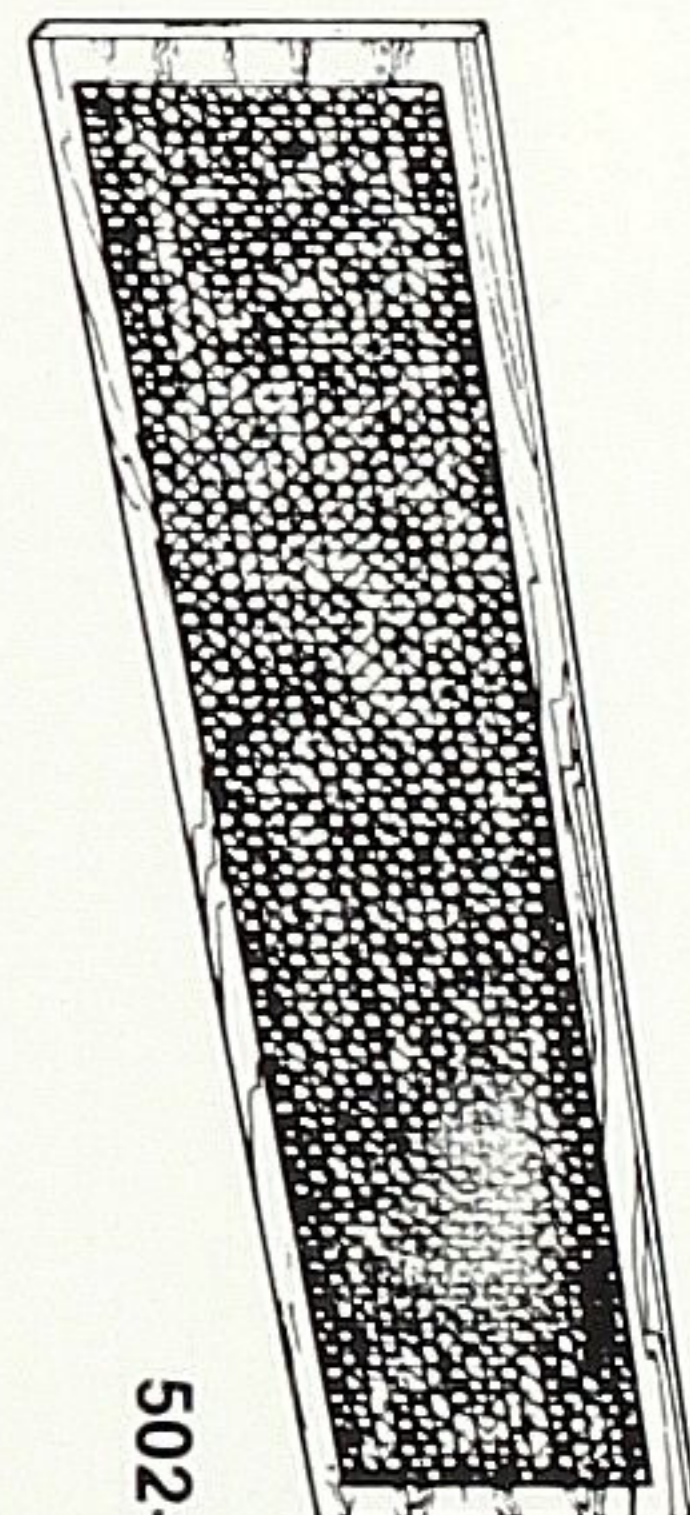
502-1 72" Credenza, (2) Drawer
72Wx18Dx24H



502-2 Nite Stand/Desk
30Wx18Dx29H



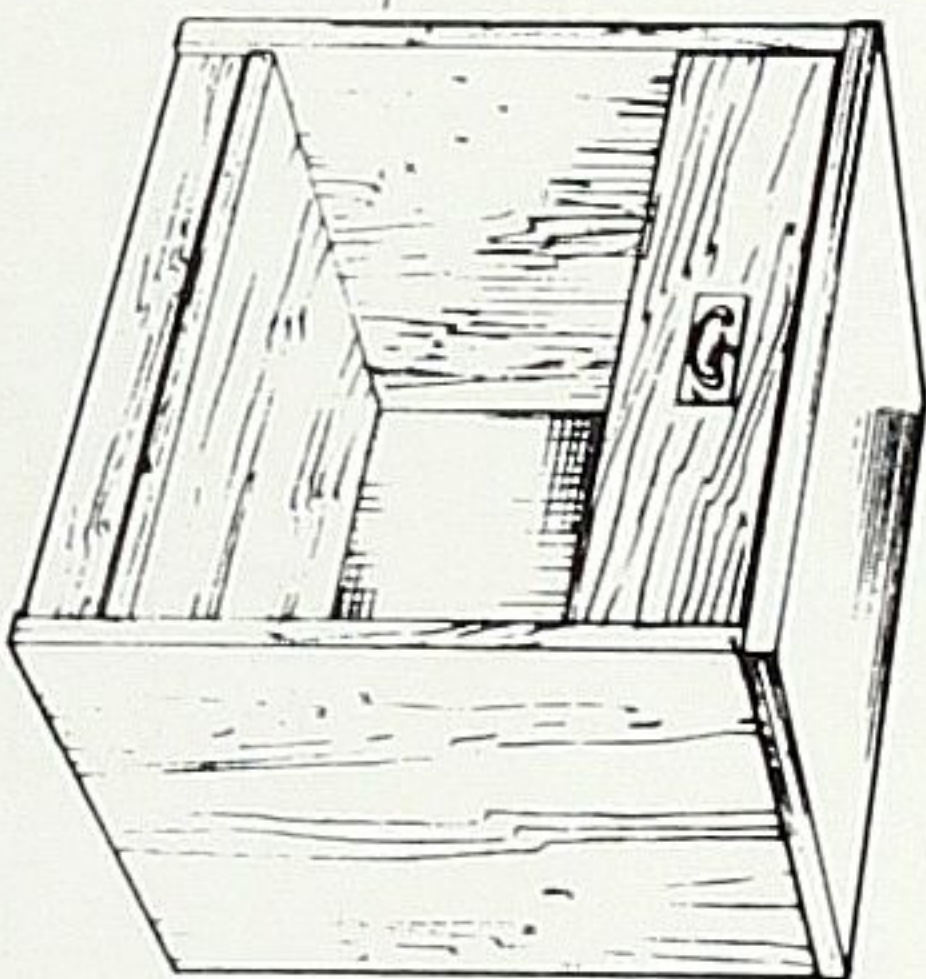
502-4 Wall Hung Nite Stand
18Wx14Dx24H



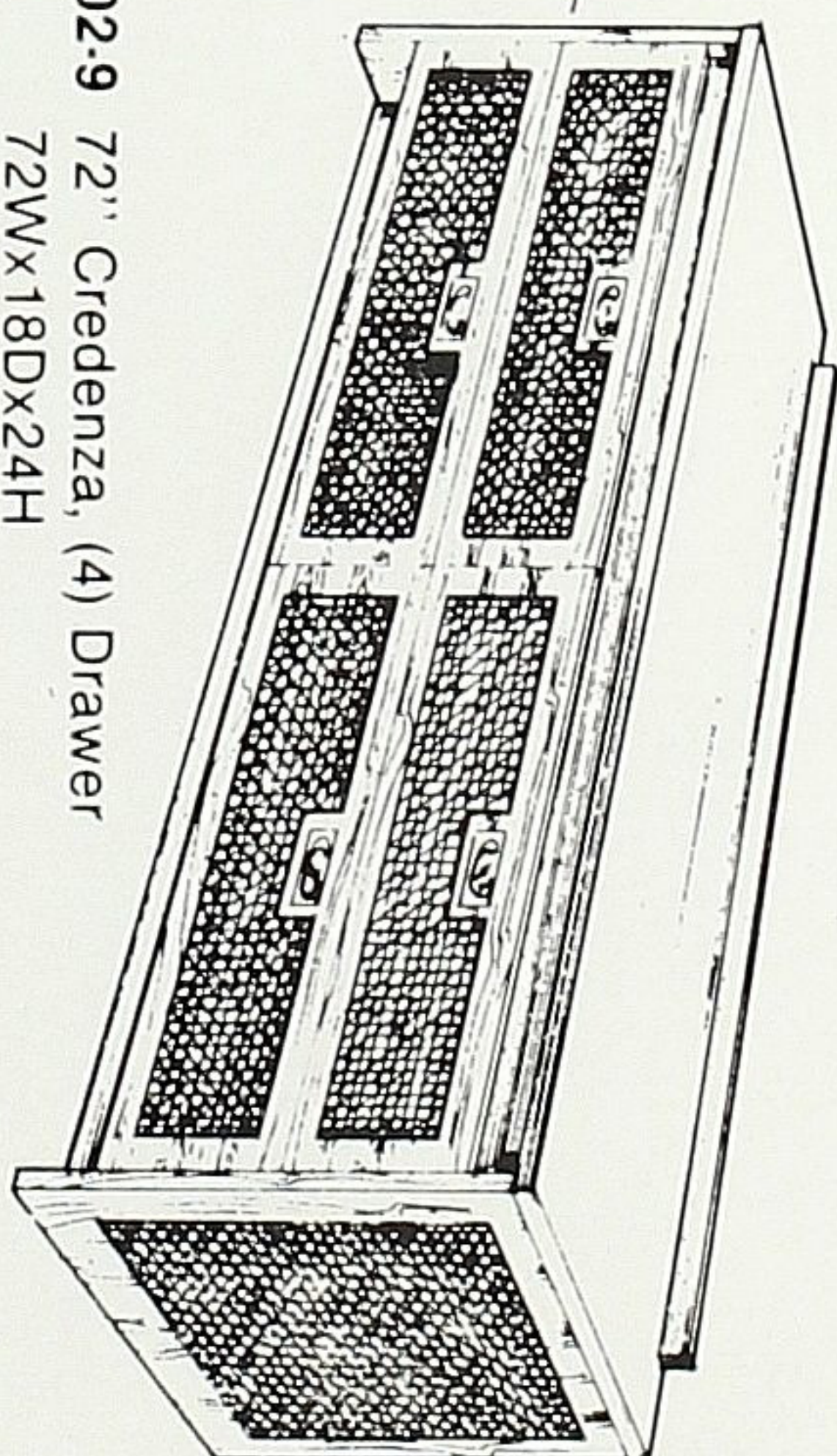
502-6 Headboard 4/6
54x18x1½

502-7 Headboard 5/0 Queen
60x18x1½

502-8 Headboard 6/6 King
78x18x1½

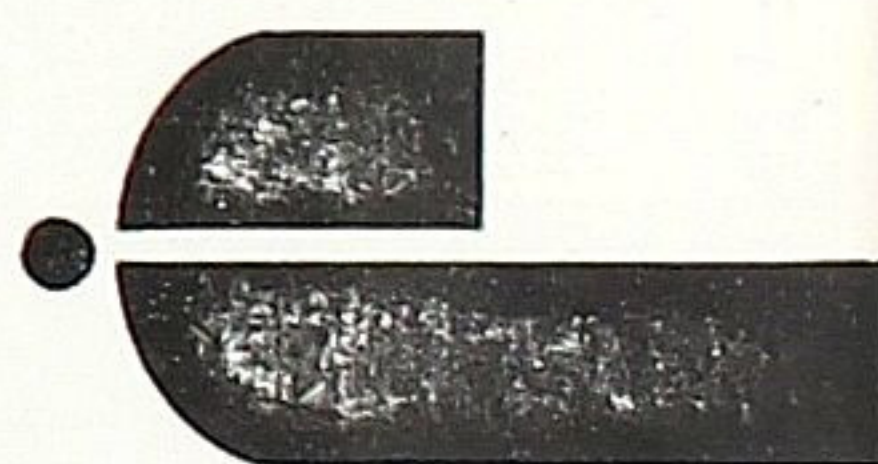


502-5 Free Standing Nite Stand
20Wx15-3/4Dx24H

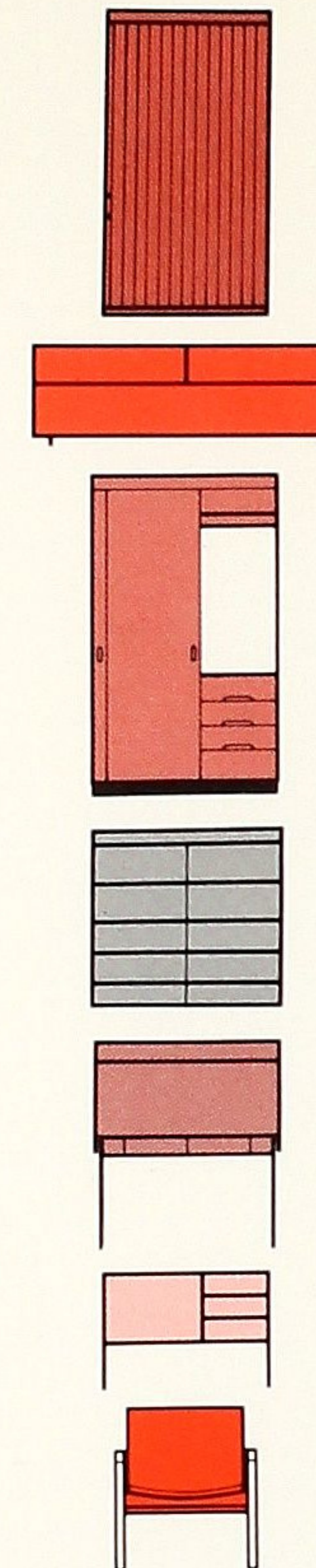


502-9 72" Credenza, (4) Drawer
72Wx18Dx24H

#502 Hotel/Motel Series
Cane and Antique Oak Suite with
Antique Brass Drawer Pulls



JOHNSON
FURNITURE COMPANY •



The Missing Student

The missing student hasn't run away. He's just wandered off—off campus that is. Increased student mobility and stiffer competition from outside housing have lured many students off campus. All of which leaves you with 80 rooms—53 empty. And a tremendous loss of revenue.

The missing student reappeared at Bowling Green State University. At their request, Johnson Furniture Company re-furnished their dorm facilities. Rooms which once were just a collection of so many walls and desks gave way to the creativity of the students. Using the new movable furniture and streamlined furnishings, the students have designed their own rooms. They're happy!

Bowling Green officials are happy too. In the fall of 1972, all of their dormitories were filled to capacity.

You should be so happy.



JOHNSON FURNITURE COMPANY

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1101 Godfrey Avenue, Grand Rapids, Michigan 49502

- Our dormitory furniture is custom-built to your design specifications.

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